

Trustees' Annual Report for the period

From	Period start date			To	Period end date		
	Day	Month	Year		Day	Month	Year
	30	07	2020		31	07	2021

Section A Reference and administration details

Charity name	PEPPER STREET FOUNDATION
Other names charity is known by	PSF
Registered charity number (if any)	1190660
Charity's principal address	1A, CARLTON ROAD OXFORD Postcode OX2 7RZ

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	SEGAR REDDY	CHAIR		
2	SLOBODAN MARCETA			
3	CHRIS FORESHEW			

Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year
NONE	

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address
NONE		

Name of chief executive or names of senior staff members (Optional information)

NONE

Section B Structure, governance and management

Description of the charity's trusts

Type of governing document (eg. trust deed, constitution)	Constitution
How the charity is constituted (eg. trust, association, company)	Trust
Trustee selection methods (eg. appointed by, elected by)	Appointed by the Chair

Additional governance issues (Optional information)

You **may choose** to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

Section C

Objectives and activities

Summary of the objects of the charity set out in its governing document

The charity's objects are

1. The advancement of education for individuals and communities in England who are deprived due to financial hardship, unemployment, ethnic origin, education or health and the advancement of community development by providing grants and guidance to set up social marketing projects (social marketing being defined as the application of marketing concepts and tools to help individuals and society achieve positive sustainable social transformation.
2. The study of how deprived communities are positively affected by social marketing initiatives.

Pepper Street Foundation consults with deprived communities to identify social marketing initiatives and supports grant applicants in researching, planning and implementing social marketing campaigns.

Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)

Additional details of objectives and activities (Optional information)

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.

Summary of the main achievements of the charity during the year

Over this reporting period (Covid Period) the charity has be establishing connections with communities in England who are deprived due to financial hardship. unemployment, ethnic origin, education or health and the advancement of community development by providing guidance to set up social marketing projects.

Section E Financial review

Brief statement of the charity's policy on reserves

The charity had £500 in reserves at the end of the reporting period.

Details of any funds materially in deficit

None

Further financial review details (Optional information)

You **may choose** to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

Section F Other optional information

Section G Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)



Full name(s) Dr Segar Reddy

Position (eg Secretary, Chair, etc)	Chair	
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Date	14 November 2022
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